



## **MORE COPS. MORE STOPS.**

# Combined High-Visibility Enforcement

Combined High-Visibility Enforcement (HVE) is a universal traffic safety approach designed to create deterrence and change unlawful traffic behaviors. It combines highly visible law enforcement targeting traffic safety issues (impaired driving, seat belts, speeding, etc.) and an effective communications strategy. The *More Cops. More Stops.* program is testing a HVE design that includes all traffic safety issues, not one individual issue.

### **Tell the Public Why the Law Is Being Enforced!**

- Press Events
- Press Releases
- News Stories
- Letters to the Editor
- Social Media
- Billboards
- Posters
- Brochures

### **Tell the Public What Is Being Enforced!**

- Portable Signage
- Specially Marked Squads
- Specially Marked Vests
- BAT (Breath Alcohol Testing) Mobiles
- Command Posts
- Electronic Message Signs

### **Ensure the Public Sees High Levels of Enforcement Activity!**

- Highly Active
- Highly Visible
- Data-Driven Locations
- Data-Driven Violations

**As part of your daily patrol routine, or part of a national campaign with paid media ads, HVE is a research-proven strategy that affects crime, reduces crashes and saves lives!**



**Combined enforcement program material is available at  
[www.trafficsafetymarketing.gov/MoreCopsMoreStops](http://www.trafficsafetymarketing.gov/MoreCopsMoreStops)**